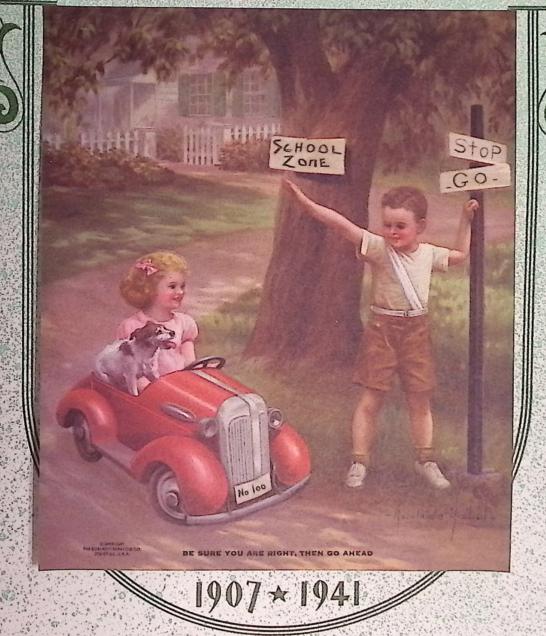
The BEW

VOL. XXXV - No. 25

MAY 29, 1941



YOU'RE RIGHT!

Now IS the time to go ahead!

Celebrate Charter Month with sales!

1907 - 1941

THIRTY-FOUR YEARS OF SUCCESS IN OUR CHOSEN FIELD HAVE CONVINCED US THAT BEING OF SERVICE TO OUR FELLOW MEN IS ABOUT THE HIGHEST ATTAINMENT IN LIFE.

THE GERLACH-BARKLOW FAMILY.

by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, MAY 29, 1941

No. 25

"THERE IS WORK TO DO THAT ONLY BUSINESS CAN ACCOMPLISH"

Business must go on building the American economy—that is its destiny; that should be its deepest inspiration. There is nothing crass, materialistic or earth-bound about business; it is not the product of a commercial Civilization, nor is it an improvised catch-basin of private profit; it is born of human instinct and social necessity; it is one of our great "naturals"—an "original" like agriculture, music, worship. There is work to do that only business can accomplish.

CAMERON.

All of us here are getting a big thrill in seeing the hearty response of the entire sales force to the PLANS FOR THE 34TH BIRTHDAY CELEBRATION.

Your response and your enthusiasm as indicated in your letters to the effect that you are going to HAMMER AWAY NIGHT AND DAY DURING THESE NEXT 30 DAYS SOUNDS GOOD TO US.

Let's fight harder than ever this BIRTHDAY MONTH. Let's keep this thought in mind:

I believe that knowledge, backed up by loyalty, industry and sincerity of purpose, can help me to help business men increase their business; can help me to solve my business problems. Therefore, I shall endeavor to live up to the letter of this declaration by doing my BEST each day.

For thirty-four years The Gerlach-Barklow Company has lived up to that ideal of service which is also expressed in our

company motto, "We Ourselves the Better Serve by Serving Others Best."

Hang that Bulletin, No. 55, May 23rd, up in your room. Set your goal. There is the MAJOR PRIZE—the Charter Emblem—the winning of which is the most coveted honor that can come to any Gerlach-Barklow salesman. The winner will also be invited to and be the guest of honor of the North Woods fishing party in July.

\$50.00 SPECIAL AWARD to the previous Charter Emblem winner making the best record. A salesman can win the Charter Emblem only once. Therefore, this special award is offered to men who have won it in former years.

TEN NEW CUSTOMERS during the 29 working days will bring you a handy and handsome zipper kit bag. New customers will be regarded as those who have never previously bought from us.

\$50.00 SPECIAL AWARD. If the 1941 Emblem should be won by a winner in the Spring Fishing Contest, he will receive a cash bonus of \$50.00 in recognition of the achievement. Let's go for it!

LET'S KEEP OUR FEET ON THE GROUND THE NEXT 30 DAYS. Let's do each day the things we know we ought to do. There is a lot of sunshine and aggressive fighting will bring you through victorious. You will have to check and double check and click every day and several times a day but my prediction is that you will make a record that we will all be proud of, for I know you realize that BUSINESS IS AS GOOD AS WE ARE.

Let's MAKE THIS PLEDGE: "I WILL be selfish every day of the next 29 days. This week and every week of the BIRTH-DAY CELEBRATION I WILL

Make at least 60 calls

Make at least 30 IDEA presentations

Make at least 6 sales."

BEST OF LUCK, G-B GO-GETTERS!



Our 34th Birthday

When we are young it seems like ages between birthdays—but as we grow older they slip around only too fast to suit us. The same applies to business organizations and it hardly seems possible that Gerlach-Barklow will be thirty-four years old on the 25th. During the past thirty-four years, Gerlach-Barklow has helped thousands and thousands of customers to strengthen their position in their various fields and has made countless numbers of new customers for our customers.

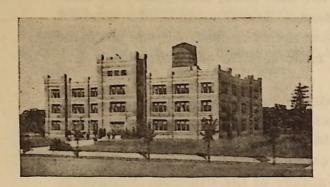
There has been a greater than ever value placed on good will in business life. The need for cementing friendships with customers and the need for constantly creating new ones is greater than ever under conditions that we face today, and we should take every advantage of the situation. Business is actually booming—and there are so many reasons why larger advertising appropriations are being arranged for, that the success of our birthday celebration this year is assured.

Reports for the first few days of the celebration are most gratifying. The dream of John Dean Thompson in 1909 has increased in proportion year after year, and he, more than anyone else would be thrilled if he only knew of the far reaching effects of his suggestion.

Celebrations always bring about memories and as we enter into the spirit of Charter Month, we all ponder and think of the pride Mr. Gerlach would have in the establishment of the T. R. Gerlach Memorial Scholarship Fund. It has already made it possible for four worthy and needy boys and girls from Joliet to continue their education further than their own financial position would permit. Yes, our Birthday celebration is a worthy cause.

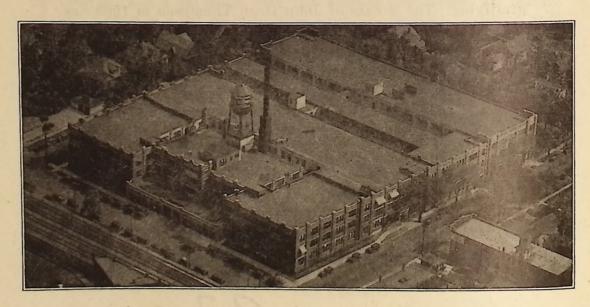
James R. Jaleot

Every Time We Make a Friend We Grow a Little



YESTERDAY

The original Gerlach-Barklow factory, built in 1907, was 125 by 74 feet—3 stories high.



TODAY

Thanks to the patronage of our thousands of friends the plant has grown until it now occupies nine acres of floor space—a modern, perfectly-equipped color-printing plant of the highest order.

THE HOUSE THAT SERVICE AND COOPERATION BUILT

Founded upon the principle that "WE OURSELVES THE BETTER SERVE BY SERVING OTHERS BEST," the Gerlach-Barklow Company was organized in 1907 with a capitalization of two hundred thousand dollars. Prime movers in the enterprise were Theodore R. Gerlach, E. J. Barklow and K. H. Gerlach.

The original headquarters were in a small upstairs office where plans were completed for the erection and equipment of a fine factory and office building, the purchase of original paintings and the placing of a selling organization in the field. The new factory was begun in July, 1907, and in November of that year it was ready for occupancy. The building was 125x74 feet and three stories high.

The founders of the company believed this building would be adequate for the requirements of the business for many years, but two years later it became necessary to erect two wings, each as large as the original plant and during the next ten years the size of the plant was almost doubled. Thereafter as the growth of the business required, buildings were added and enlarged until today the plant has a floor-space of nine acres and ranks as one of the largest and finest color-printing plants in the world. All buildings, machinery and equipment are strictly modern in every detail.

Of even greater importance than our splendid factory and equipment is the great human organization—a family of more than a thousand men and women, each of whom is intensely interested in his or her work, and who looks upon the customer as the real (and only) boss. This great human organization has never faltered in its determination to give the customer the utmost in quality and service.

Ours is a product upon the success of which much depends—a product which requires the human ingredient in order that it may accomplish its purpose of building good will and prestige, and the spirit of cooperation and human interest which prevails in both factory and office is naturally reflected in the quality and beauty of our product.

The patronage which the business men of America have accorded us during thirty-four years of service, is the best evidence that they appreciate both our methods and our product, and our sincere wish is that we may so conduct our business that we shall always be found worthy of their confidence.

CHARTER EMBLEM WINNERS

From 1910 to 1940

1910—HERBERT CIES

1911—A. H. GARNER

1912—E. M. ROWE

1913—G. W. HOLLMAN

1914—F. J. FERRELL

1915—J. D. BOERING

1916—REX AUSTIN

1917—E. E. MEYER

1918—G. F. GLOTFELTY

1919—T. W. BINGHAM

1920—E. R. CLEMENS

1921—R. S. OSBURN

1922-J. W. JAMES

1923—E. B. SIERER

1924—W. A. SWANSON

1925-W. E. GIBSON

1926—A. W. VORES

1927—H. J. KERSEY

1928—T. T. ELLIOTT

1929—H. F. RICKER

1930—BERT STIFF

1931—J. C. HARTMAN

1932—A. A. MULDREW

1933—ALBERT C. JAHL 1934—JACK SAUNDERS

1935—C. I. CHAMBERLAIN

1936—CHARLES CLAYTON

1937—HERMAN F. GROTTE

1938-A. S. HARTMAN

1939—JOHN ("BILL") EHLINGER

1940-A. W. THURN





HIGHEST

HONOR AWARD

in the gift of

GERLACH-BARKLOW

ORGANIZATION

THE FINEST TRADITION OF OUR ORGANIZATION



JOHN DEAN THOMPSON

On June 25th, 1907, the state of Illinois granted a charter to the Gerlach - Barklow Company, thereby making it a legal corporation.

Two years later, John Dean Thompson, a salesman for the corporation, a young man of high ideals and attainments, conceived the idea of a Charter Anniversary Celebration. With the cooperation of two or three members of the office organization, the initial Charter Celebration was inaugurated.

Originally, the celebration lasted but one day—June 25th. Later it was

extended to one week, then one month, and finally, in order that it might embrace full thirty working days, the celebration was extended to cover a period of five weeks.

Charter Anniversary has always been the main event of our entire business year, and the winning of the gold and diamond Charter Emblem is considered the highest honor in the gift of our great organization.

Some years ago the late T. R. Gerlach conceived the idea of offering additional prize awards in order that all members of the sales force might have a keener personal interest in the event. This plan is still in effect.

The Celebration this year opened on Monday morning, May 26, and will continue through Saturday, June 28.

Winners of the Gerlach Scholarship



FLORENCE BEABOUT, 1937



DORA PREW, 1939



RAY VRANICHAR, 1938



BRUNO DOMINIC SISMONDI, 1940

THE T. R. GERLACH MEMORIAL SCHOLARSHIP

Following the untimely death of John Dean Thompson, originator of the Charter Celebration idea, his widowed Mother was the beneficiary of a special effort put forth by the G-B salesmen on Charter Day, June 25th each year. On that day the treasurer of the Gerlach-Barklow Company pays the sum of one dollar for every order sold on that day. Following the death of both Mr. Gerlach and of Mother Thompson, it was decided to use the several hundred dollars accruing into this fund each year for the purpose of establishing a free scholarship for some deserving young man or woman; this to be known as the T. R. GERLACH MEMORIAL SCHOLARSHIP.

To date, this scholarship has been won by four young people—two girls and two boys who, but for this scholarship would have been unable to complete their education.

REMEMBER—For every order you sell on Wednesday, June 26th the treasurer of the Gerlach-Barklow pays into the Scholarship fund, the sum of one dollar. This dollar is not taken from your commissions, nor is it paid by the customer; it is a free-will gift (call it "Bonus" if you will) in memory of the man whose vision brought this great organization into being and who adopted as his ideal of service that old saying, "WE OURSELVES THE BETTER SERVE BY SERVING OTHERS BEST."

That motto has been the guiding star of the company, right from the beginning and it is so today. That is why the Gerlach-Barklow today enjoys the position of leadership in its chosen field.

RULES FOR WINNING THE CHARTER EMBLEM

You can make anybody like you—if you want to.

You can make all your customers boost for you.

The way is simple.

Just be INTERESTED in them, and in things which interest them.

Not an artificial, faked-up interest that dies down as soon as they sign up, but a genuine, real, helpful interest that lives and lifts.

Nothing is so interesting as interest in others.

And nothing attracts others so quickly to you.

"Every man's world is a personal world."

Ninety-nine men out of a hundred are interested only in their own personal life and work.

The hundredth man is interested in life and work of the other ninety-nine.

And the ninety-nine fall on his neck!!

They love to see him come. They hate to see him go. He gets at their heartstrings. He draws out their secrets. He wins their confidence.

He gives-AND HE GETS.

BE THE HUNDREDTH MAN!!

It's worth it.

When your customer tells you about his tonsilitis, don't begin to tell him about yours. That's the losing way. Stick to his. And when you get outside, make a note of it. On your next call, inquire about the tonsils.

From TONSILS to SELLING TALK is a straight line.

Sales and sentiment are not unrelated.

Personal interest in your prospect is the wedge that splits the rock of his indifference.

It leads the way to the dotted line.

Many a signed order can be traced to a friendly interest in Little Willie's genius for engineering.

Be interested in your customer—in all that concerns your customer. Be more than that—be interested in EVERYBODY you meet.

You can learn a lot.

"I never knew, in addressing a new individual, what may befall me" says Emerson. "I carry the keys of my castle in my hand, ready to throw them at the feet of my Lord whenever and in whatsoever disguise he shall appear."

Interest in others spells happiness, helpfulness and self-growth. It's the straight road to popularity with your customer.

BE THE HUNDREDTH MAN!

(Reprinted from REVIEW of Jan. 26, by request.)

1941 CHARTER MONTH AWARDS

1ST PRIZE—The Charter Emblem, a beautiful diamond-set pendant recognized as the greatest honor that can be given to any Gerlach-Barklow salesman. Winner will also be invited to and be the guest of honor of the North Woods fishing party in July.

2ND PRIZE . . \$50 CASH 4TH PRIZE . . \$15 CASH 5TH PRIZE . . \$10 CASH

The above awards will be made on the basis of the following scale of points:

| Volume | points |
|--|--------|
| Number of orders20 | points |
| Number of new customers | points |
| Volume of calendar sales | points |
| Volume of DAD sales | points |
| Volume of HG and FD sales | points |
| Volume of leather and miscellaneous sales 10 | points |

A \$50 special award will also be made to the previous Charter Emblem winner making the best record. A salesman can win the Charter Emblem only once. Therefore this special award is offered to men who have won it in former years.

If the 1941 Emblem should be won by a winner in the Spring Fishing Contest, he will receive a cash bonus of \$50 in recognition of the achievement.

In June, 1907, the Gerlach-Barklow Company entered the field without a single customer on its books. For this reason it is fitting that a special effort should be made during Charter Anniversary to create new accounts, and each salesman who secures ten or more will be awarded a handsome and handy zipper kit bag.

New customers will be regarded as those who have π ever previously bought from us.

GO-GETTERS ARE TUNING UP FOR CHARTER ANNIVERSARY

F. A. Britton capitalized on Eckland's Graduation Gift idea to the tune of a \$310 sale of Pencils to be presented to the graduates of the local High School. The sponsor and purchaser is a CO-OPERATIVE BANK, an old customer.

Jim Hartman created a new account with a \$260 sale of Paragon to AN AIRCRAFT MANUFACTURER.

Mr. Hartman also sold deluxe Memorial Record booklets to a FUNERAL DIRECTOR for \$125.

C. M. Roadstrum made a \$142 sale of Class Y Blotters to a MANU-FACTURER.

Eugene Keltner made a \$110 sale of Paragon Key Cases to a CONCRETE CONSTRUCTION COMPANY.

Ryan S. Perry sold "Springtime" to a STEEL MANUFACTURER—a new customer—for \$192.

E. F. Phillips made a \$105 sale of Religious Calendars to a FUN-ERAL DIRECTOR.

Clyde Estes sold 500 "Priceless Heritage" in R-15 to a FUNERAL HOME for \$105.

Harry Etter sold "Come Back Here" to a WHOLESALE COAL DEALER for \$164.

THANKS FOR YOUR RECENT PURCHASE. WE ENJOYED SERVING YOU,
AND WE INVITE YOU TO COME AGAIN
Sold by J. B. Kasper on Post Cards to a Service Station

Randolph Lipford sold "Spirit of America" to a STATE BANK for \$128.

Ralph Bond made a \$148 sale of Knives to a LIQUOR DEALER—new customer.

Bill Herrmann sold "Spirit of America" to a FUNERAL HOME for \$134.

Herman F. Grotte sold "Happy Bluebird Family" to a COTTON GIN for \$128.

- C. J. Anderson made a \$150 sale of "Spanky's Safety Patrol" to a dealer in PAINT AND GLASS.
- T. S. Gosten made a \$100 sale of SQA-3 "Sweethearts" to a CHEM-ICAL MANUFACTURER—a new customer.

IT'S THE FRIENDS WE MAKE WHO MAKE US Sold by H. R. Messick on Metal Calendars to a Transport Co.

WHEN YOU DRIVE IN, WE SMILE — WHEN YOU DRIVE OUT, YOU SMILE Sold by O. M. Wildman on "Spirit of Youth" Blotters to a Service Station

Bill McNerney created a new account with a sale of 3000 Blotters to a PHOTO FINISHER.

A. McWilliams sold "My Blue Heaven" to a CLEANER, using the "ASK YOUR NEIGHBOR" copy.

Albert J. Morrier sold "Their Priceless Heritage" to a PATTERN SHOP, a new customer.

Walt Olson sold 300 Key and License Holders to a TAVERN to advertise "THE PLACE WHERE VERY GOOD FRIENDS MEET."

Fred Shallish sold 1200 "Playmates" Blotters to a BROKERAGE CONCERN. Printed at the bottom of the ad is the following—"HANG UP THIS MONTH. USE AS BLOTTER NEXT MONTH.

L. R. Shepard made a \$72 sale of Paragon to a LUMBER DEALER.

F. L. Zimmerman sold 5,000 Acknowledgment Cards to a FUN-ERAL DIRECTOR—a new customer.

Guy Dean sold 100 Pencils to a CONSTRUCTION COMPANY.

WHERE FRIENDLY SERVICE IS A HABIT—NOT AN ACCIDENT Sold by O. M. Wildman on greetings to a Service Station

Earl E. Callaway sold 550 art mount calendars, "An Autumn Rhapsody" to a DAIRY—a new customer.

L. T. Cunningham created a new account with a sale of 500 "Bread Facts" calendars, using the "Bluebird" subject, to a BAKERY.

Guy Dean created a new account with a sale of 250 Religious Calendars to a FUNERAL HOME.

E. C. Doudna sold "I See by the Papers" in billboards and hangers to a FURNITURE DEALER.

Harry Etter sold "My Diary" Booklets to a NATIONAL BANK, and "Proud Mothers" on "Farmer's Wife's Record Calendars to a GENERAL MERCHANDISE DEALER—also 100 Pencils to a SHELL PRODUCTS DEALER.

A. W. Thurn sold 250 Pencils to a LOAN COMPANY — a new customer.

Fred Bell sold 500 foldover deluxe Greeting Calendars to a FUNERAL DIRECTOR.

Ben Bercovit sold 1000 Will Rogers Fans to a MILLING COM-PANY to advise recipients to "BUY THE BEST—WE DO."

Rudy Maddox sold 750 "Bluebird" Ger-Bars to a FURNITURE DEALER—a new customer.

EVERY LOAD INSURED

Sold by H. R. Messick on business calendars to a Trucker

WE LIKE TO CONSIDER OUR CUSTOMERS AS FRIENDS Sold by F. L. Zimmerman on Post Cards to a Dairy

Marvin Mitchell sold 500 "Rainbow Fishing Fleet" in S-257-HA to a PAINT DEALER—a new customer.

Mr. Phillips of Kentucky sold 400 Farm Record Calendars, using "Down on the Farm" sold to a SERVICE STATION, a new customer, to advertise, "WE DON'T TALK SERVICE—WE GIVE IT."

Isidor Siegel sold a thousand Paragon Key Cases to an INSUR-ANCE AGENCY.

Tom Orvis made a \$100 sale of "Happy Bluebird Family" to a COAL DEALER.

Bill Herrmann sold "Spirit of America" in billboards, hangers and utility calendars to a FEDERAL SAVINGS AND LOAN ASSOCIATION.

Tom Orvis makes the column again, this time with a \$100 sale of "Dogs and Doggerel" Blotters to a CASKET MANUFACTURER.

Mr. Kanofsky sold 250 Farm Record Calendars with "Sunrise" to a FRUIT GROWERS' COOPERATIVE ASSOCIATION.

Bill McNerney sold "Spanky's Safety Patrol" in billboards and hangers to a TIRE RECAP CONCERN, a new customer.

- A. McWilliams sold "The Guiding Hand" to a STATE BANK, to advertise, "A DEPENDABLE BANK."
- O. M. Wildman made a \$92 sale of "Priceless Heritage" to a DEALER IN FARM PRODUCTS.

THE REST OF YOUR DAYS DEPENDS ON THE REST OF YOUR NIGHTS Sold by John Gilbert on Ger-Bars to a Mattress Manufacturer

H. A. Gorsuch created a new account with a sale of "Here Peace and Happiness Abide" to a SAVINGS AND BUILDING ASSOCIATION.

Jim Hartman sold "I See by the Papers" in billboards and art mounts to a FUNERAL HOME.

Bill Herrmann sold "Spanky's Safety Patrol" to a dealer in COAL AND BUILDERS' SUPPLIES for Industrial Distribution.

This is a new customer and the copy line above the picture reads—"THINK SAFETY FIRST."

- J. B. Kasper sold "Their Priceless Heritage" in billboards and hangers to a LUMBER DEALER.
- A. McWilliams makes another appearance with a sale of 200 Greetings, "The First Snowfall" to a BUILDING AND LOAN ASSOCIATION.
- N. G. Beatty made a \$100 sale of Paragon Key and License Holders to a SERVICE STATION—a new customer.

CALL ME "DOWN ON THE FARM"

Sold by H. R. Messick on "Down on the Farm" to a Feed Mill

SERVING THE PUBLIC SINCE MAIN STREET WAS AN INDIAN TRAIL Sold by Cecil Nixon on "Springtime in the Forest" to a Hotel

Ben Bercovit sold 3000 Fans to a COAL DEALER, a new customer, for Church Distribution.

Perc Earl sold 200 deluxe greeting folders, "Down on the Farm" to a TRANSFER COMPANY.

Clifford Higgins sold No. 7 Memorial Record Booklets to a FUN-ERAL DIRECTOR.

Jut Laing sold 50 Paragon Billfolds to a FRATERNAL ORGANIZATION—a new customer.

Randolph Lipford sold 100 R-6 Billboard Calendars, "Heroes of America Naval History" to a STATE BANK.

A. W. Thurn sold 4000 "Friendly Flowers" Blotters to a FLORIST to advertise the fact that "WE CAN LIVE WITHOUT FLOWERS, BUT NOT SO WELL."

H. N. Buckley sold "Proud Mothers" in billboards and utility calendars to a PLYMOUTH DEALER to advertise "TWENTY-TWO YEARS OF SERVICE TO THE COMMUNITY.

ALL A MISTAKE! 1942 THANKS-GIVING BACK TO NORMAL

WASHINGTON, May 20.— President Roosevelt decided today that his experiments in changing the date of Thanksgiving have been a failure and that beginning in 1942 the holiday again will be established on its traditional date—the last Thursday in November.

The President said that Thanksgiving day this year will be proclaimed for the next to last Thursday in November because it now is too late to revise previous commitments to calendar makers and other groups.

The President was frank in admitting that his shift in dates had proved a

failure. His original move he said, was made at the earnest solicitation of retailers and retail agencies who felt that Thanksgiving and Christmas fell too close together. By advancing the Thanksgiving date a week, they felt that retail sales could be increased considerably, he said.

For some time, the President said, the department of commerce and the United States conference of mayors have conducted surveys to discover whether retail business actually had been assisted. In general, they found that the large majority of retail stores reluctantly agreed that the change had not made much difference, he said.

AS WE GO INTO HARTER MONTH

As we all know, this company received its charter in June of 1907—thirty-four years ago! Since that time it has faced and gone through four major panics and depressions. It has also gone through the inflations of the post-war period and the NRA experiment. It has faced and gone through the greatest and most costly war ever fought-the first World War, and it is facing and WILL go through the present World War. In short, The Gerlach-Barklow Company has faced and surmounted problems of EVERY type and description, for born in a year of panic, its history has paralleled the most complicated, most serious, most hectic years this world has ever experienced.

With that background of history, it would be interesting to know some facts. It would be interesting, for example, to know how many calendars, mailing cards, house organs, business greeting cards, pieces of leather and other advertising mediums have been produced and distributed by The Gerlach-Barklow Company since it was established in 1907. They would total of course, many, many millions.

It would also be interesting to know how much business has been obtained for the hundreds of thousands of customers who have purchased advertising material from this company. If we had such figures, we would find that millions of dollars worth of business has been created as a result of G-B products.

But there is something about this company that is far more interesting than the statistics of production and sales. That is made it more like a family than a business the HUMAN element—what this company has MEANT to those who have been connected with it. Somehow or other many persons have gotten the idea that business institutions are all like the famous "Tops," of Uncle Tom's Cabin-"dey jus' growed" IT IS ABOUT TIME THAT WE RID OUR. SELVES OF ANY SUCH MISTAKEN NO. TION. Every industry and business h America is the result of some person's ide and initiative. For, if the idea had not es isted or the initiative to put it into effect had been lacking, there would have been NO business. After that, its growth at success has depended upon the ability d

The Gerlach-Barklow Company has been particularly fortunate in the fact that in thirty-four years the highest degree d harmony has existed throughout the a ganization. I cannot recall ANY organization tion that has offered such STEADY AND PERMANENT EMPLOYMENT OVER PERIOD OF SO MANY YEARS. Neith can I recall ANY organization, the size sel type of its business considered, that he paid a SMALLER proportion of its earning to its stockholders and its executive of ficers. Nor can I recall ANY organization that has year in and year out over a period of so many years done so much for Even BODY connected with it. There "stuffed shirts" in the entire organization Perhaps that is why in health and in standing of ness this company has pursued a policy friend! friendliness and understanding that

Just for a minute let us see what 34 years of THIS kind of policy really means. It means that thousands of men and women and their families have been given happy, fomfortable, worthwhile lives as a result of employment offered by this company. In fact, I wish that some statistician could take the payroll of this company beginning back in 1907 and break it down into homes built, or rents paid; into good, wholesome meals; into necessities and luxuries made possible; into births and illnesses paid for; into educations provided. If this could be done, I would be willing to wager that no management and labor to work together firm in America has done more for those connected with it than has The Gerlach-Barklow Company. And I would be willing to wager, further, that 98 per cent of business firms—size and income considered have not done AS MUCH.

Of course there are times of "boom Prosperity" when some firms—profiting DRECTLY from boom prices—pay exorbitant wages, salaries, and commissions. But such times and conditions are TEM-PORARY and those who profit from them PAY THROUGH THE NOSE later as a legult of long shutdowns, idleness, high costs, foreclosures, and taxes. It is PERMANENT GOOD EMPLOYMENT and permanent comfort and happiness that ount, and—on this basis—I am sure there dre few business firms in America that can successfully compared with The Gerach-Barklow Company. If you doubt this, again at the photograph taken a year

ago showing those who have been employed by this company ten years or longer. It is a remarkable testimonial to the policy that has been pursued by this organization!

AS WE GO INTO CHARTER MONTH, we should be proud of these things. We should be proud to represent and work for a company that has had as its motto: "We ourselves the better serve by serving others best" and that has ACTUALLY PRAC-TICED THAT DOCTRINE FOR THIRTY-FOUR YEARS!

Someday—let us hope BEFORE it is too late— the people of the United States are going to realize as never before what it has meant to be connected with AMERICAN BUSINESS FIRMS run in the AMERICAN WAY. It is my hope and prayer that this realization comes BEFORE we do the "goose-step" in this country, have COM-PULSORY, CONSCRIPT LABOR, and pay over ALL of our earnings to a totalitarian government.

Charter Month gives ALL of us an opportunity to show our appreciation of the company that gives us good employment, and to demonstrate that we know what LOYALTY really means. In that spirit, let us take off our coats, roll up our sleeves, and make THIS Charter Month the greatest in the history of this organization.

It CAN be done. Very well, LET'S DO IT!

Jews DE Ricker

THREE PIECES OF BLOTTER COPY THAT SOLD



BRAKE SERVICED

The wife of the neighbor
Who lives next to us
Went shopping one day
In her cute little bus;
Her husband had warned her—
"Your brakes are not good,
Slow down at each crossing."
She said that she would,
But a cop signaled "STOP!"
Though she heard and she saw
She soon found herself
In the arms of the law.

THE UNITED BRAKE SERVICE

Little drops of water Little grains of sand Make the mighty ocean And the pleasant land.

And little savings build great fortunes. Start a bank account and keep it growing.

PICTURE

THE FIRST NATIONAL BANK
A Good Bank in a Good Town

PICTURE

Weather sharks predict that next winter will be the most severe we have ever known, and the agreement between coal operators and miners is likely to come up again January First. These matters may never bother you, but it's wise to play safe and get your coal in before winter comes.

THE KING COAL COMPANY
Phone 6742

THE NEW FUNERAL DIRECTORS' LINE

Gerlach-Barklow salesmen who work it right, know that the Funeral Director or Undertaker field offers one of their best opportunities for new and repeat business.

In the new G-B Funeral Directors' Line, all the proven best-sellers of former lines have been retained, while to these have been added new items and new ideas to help the new salesman break into the FD field, as well as pave the way for more business for all salesmen.

In your new FD Line you now have, in ONE Sample Book, FOUR complete Lines or Services with four different Designs,—and, besides, a FIFTH Line of Miscellaneous plain cards and folders. This gives you five chances at business anywhere; it enables you to service five different Undertakers in any one community without conflicting.

Two of these Lines—the "Floral" and the "Gothic"—are entirely new. Either of these new Lines can be used as a "something new" door-opener or entering-wedge to get attention from any new prospect; while the beauty and novelty of either Design should pave the way to a sure sale and lasting business.

In your new FD line you also have two other new, "Special" items or ideas, to use as attention-getters with new prospects and as salespropositions of special appeal to the small Undertaker. One of these items is the new "In Remembrance" Box-Assortment; the other is the Special "Standard-Assortment Deal." Use either or both of these to their full possibilities, and you will get in where you may never have had a break before, and make new and steady customers of even the hardest prospects.

A detailed explanation of each of these new FD items and sales ideas is given in the "SUPPLEMENT" to the revised FD Price Book Section 8. Study this Supplement carefully to familiarize yourself with the new line and its new features. Note especially in the Supplement, what Mr. Fred Bell, a leader in FD sales, says about the New Line—particularly of the new "In Remembrance" Box Assortment, and its possibilities as a "door-opener" and sales-builder for your whole FD line.

Then do as Fred Bell says: "take this Funeral Director Line and show it with the same amount of ENTHUSIASM as you would a new calendar line," and it will, as Fred says, "gain for you a lot of new customers for several other parts of the line, and you will make customers, in place of small sales."

A FERTILE FIELD THAT HASN'T BEEN TILLED

The Certified Public Accountant is a mighty important professional man today.

Government restrictions forbid him to make extravagant claims in his advertising, but he can use Gerlach-Barklow Good Will Advertising so long as he makes no claim of superiority over his fellow accountants.

For this reason, the accountant is an excellent prospect for good will advertising that makes new friends, and keeps old friends from forgetting.

A popular item with the Accountant is the foldover deluxe greeting, and here's a copy suggestion to be used under the flap instead of the usual holiday sentiment—

Dear Friend:

As Time is the greatest of all wealth, and the one thing we share in common, we have chosen this little calendar to convey to you our thanks for your friendship, and our hope that we may continue to merit your confidence.

May your Christmas be a merry occasion, and each month of the New Year find you enjoying the good things of life.

Cordially,

THANK YOU, ECKLAND. — COME AGAIN!

DEAR ERNIE:

Please extend to M. C. Eckland my hearty thanks for the two orders for pencils for High School Graduates that I sent in today—(one for \$250 for Jacksonville, Florida, and one for \$110 for Savannah, Georgia.

After Eckland told us how, there just wasn't nothin' to it at all.

My only criticism is that he did not tell us about it earlier. If I'd had time to cover my entire territory, I'd have had an order out of every county in the territory, instead of only four.

But, I'll be set for next year. You know, all this is pure plus business.

Cordially,

GUY DEAN.

On behalf of a score or more of Live-Wire salesmen who sold several thousand dollars worth of pencils as a direct result of Eckland's idea, we extend our sincere thanks for the "tip."

Heartiest congratulations to those salesmen who made good use of the idea, and condolences to those who failed to cash in on the idea.

May we suggest to all salesmen that you file this idea away for use again next Spring, well in advance of Graduation Day?

FAMILY RECORD OF MEMORABLE DATES

Suppose YOU were called upon today to state definitely the date of your wedding and the date of your wife's birthday.

Suppose it became necessary for you to state on short notice the date and birthplace of your parents—your brothers and sisters—or your children.

Suppose it became necessary for you to state the date of the death of your parents or any other member of your family.

WHERE WOULD YOU TURN TO OBTAIN THIS INFORMATION?

A generation or two or three ago, we kept all such records in the big, old Family Bible.

Possibly there are families who still follow that good old custom, but we doubt if there are ten families out of a hundred who have a record of this kind. Hence our newest and most comprehensive booklet "FAMILY RECORD OF MEMORABLE DATES" will fill a longfelt want.

Just to prove the value of this Record and how essential it is to your own family and to every family you know, take your sample hook and go through it from cover to cover and see how many of the important dates and facts you can fill in. If you can fill in twenty per cent of the data, you win first prize as a Master Statistician.

Now read Bill Ricker's introduction which appears on page 2 of the fly leaf—

THIS MAY BE THE SMALLEST BOOK YOU OWN BUT WHEN IT IS FILLED WITH THE NAMES AND DATES THAT TELL THE STORY OF YOUR FAMILY AND FRIENDS, ITS VALUE INCREASES OUT OF ALL PROPORTION TO ITS HANDY SIZE. OVER A PERIOD OF YEARS, AS FACTS ARE ADDED IN SPACES PROVIDED, THIS FAMILY RECORD BECOMES A TREASURY OF INFORMATION NOWHERE ELSE OBTAINABLE. USE IT CAREFULLY AND KEEP IT IN A SAFE PLACE. IT IS YOUR PERMANENT RECORD OF FACTS OF INTEREST TO YOU AND YOUR FAMILY.

There is a real need for this book in every home and every line of business catering to home needs is a potential sponsor for the book. There is nothing else like this book and you have a clear field. Make the most of it while you may, for it will be imitated widely.

GOOD BUSINESS MEANS DOING BEST WHAT MANY OTHERS DO WELL

The slogan at the top of this page explains why Gerlach-Barklow is able to celebrate 34 years of success during Charter Month.

We do best what others do well.

Every business man likes to think that he gives his customers the best possible service. And if he really believes it—and if he wants his customers to believe it—he tells them about it, regularly and often.

He does it with monthly mailings of useful, colorful art blotters.

Look at your samples of Class X Kiddies, Inc. The copy printed on them is "Good Business Means Doing Best What Many Others Do Well." Why is that used as sample copy? So that your prospects can see just how it will look when they have it printed on blotters for their own use!

Use this appropriate slogan during Charter Month to clinch orders for blotters. Sell Class X Kiddies, Inc., exactly as sampled, using that slogan for customer's copy. Or use the same slogan on any other blotter the customer prefers.

Or sell Bright Bouquets blotters with copy reading, "We send you this bright bouquet to remind you that we want your business and you need our service.

Or sell Playmates blotters with the very popular picture paragraphs.

Or sell Sailing Ships blotters. They're hot right now, one of our best-selling blotter ideas, simply because they are pictures men like. The Hood and the Bismarck are beneath the waves, but the Sailing Ships are carrying a cargo of good will.

Give yourself the best possible chance to win honors in the Charter Month Contest—sell a blotter order today. Sell two or three orders each week. You'll get NEW customers and ADDED income.

You can do BEST what others do well!

30 Daily Sales Ideas from the Firing Line



Following are thirty daily sales ideas from the firing line. Every one of these has been used and proved to be practical. Won't you make a real effort to score with one or more sales every day during Charter Month?

мач **26**

TODAY sell

"Down on the Farm" to an Auto Dealer with this copy:

"We'll Go a Long Way to Serve You"

ALBERT MORRIER.

MAY

TODAY sell

Memorial Record Books to a Memorial Dealer with this copy—

"LOVE THAT DIES WHEN WE FORGET, COMES AGAIN WHEN WE REMEMBER"

FRED BELL.

MAY

28

TODAY sell

"My Blue Heaven" to Chevrolet Dealer using this copy:

"It's First Because It's Finest"

G. W. HAWKINS.

MAY

29

TODAY sell

"A Long Life and a Healthy One" with this copy—
"The Baby's Choice"

JUT LAING.

MAY

TODAY sell

TODAY sell

30

Will Rogers to an Auto Dealer with this copy—
"The Car Everybody Likes"

WALT OLSON.

MAY

31

"Here Peace and Happiness Abide" to a Coal Dealer with this copy—

"Keep the Home Fires Burning with Our Good Coal" FANNIE PETERSON.

2

TODAY sell

Blotters to a Life Insurance Agent with this copy—
"The Sure in Insurance Takes the If Out of Life"
CLIFF HIGGINS.

JUNE

3

TODAY sell

"A Long Life and Healthy One" to Dairy with this copy:
"The Milk We Sell Keeps Little Tots Well"
AMASA HARTMAN.

JUNE

4

TODAY sell

"Forever Yours" to a Florist with this copy—
"Flowers Are Cheaper Than Alimony"

BOB SHEA.

JUNE

5

TODAY sell

"I See by the Papers" to a Coal Dealer with this copy—
"Your Warmest Friends"

LEO LEVIN.

JUNE

6

TODAY sell

"Steady" to a Coal Dealer with this copy—
"A Doggone Good Place to Buy Coal"
FRED SHALLISH.

JUNE

7

TODAY sell

Fans to a Service Station with this copy—

"Keep Cool, and Keep Coming"

GUY DEAN.

9

TODAY sell

Post Cards to an Optometrist with this copy—
"YOU CAN BUY GLASSES TO SAVE YOUR SIGHT, IMPROVE
YOUR VISION AND SAFEGUARD YOUR HEALTH, BUT YOU
CAN'T BUY NEW EYES."

ISIDOR SIEGEL.

JUNE

10

TODAY sell

"Yours Truly" to a Woman's Shop with this copy—
"A Satisfied Customer Is Our Most Valuable Asset"

CHARLES CLAYTON.

JUNE

11

TODAY sell

"I See by the Papers" to General Store with this copy—
"A Name That Grows with the Years"

BERT STIFF.

JUNE

12

TODAY sell

"Steady" to a Coal Dealer with this copy—
"Quality with a Pedigree"

JACK SAUNDERS.

JUNE

13

TODAY sell

"Steady" to a Ford Dealer with this copy—
"THREE THOROUGHBREDS—FORD, MERCURY AND LINCOLN ZEPHYR."

LEON G. TERRY.

JUNE

14

TODAY sell

"When a Feller's Got a Friend" with this copy—
"Right on the Corner—Right on the Price"
CLYDE ESTES.

16

TODAY sell

"Clipper Ship Surprise" to a Grocer and Market with this copy—

"We Are Never Satisfied Till You Are"
KING GERLACH.

JUNE

17

TODAY sell

"Happy Bluebird Family to a Druggist with this copy—
"We Build for Tomorrow by Our Service of Today"

JOHN M. GILBERT.

JUNE

18

TODAY sell

"My Bonnie" to a Grocer with this copy—

"ALWAYS ON THE LOOKOUT FOR OPPORTUNITIES
TO SERVE YOU"

GEORGE B. CORRIGAN.

JUNE

19

TODAY sell

"Springtime" to a Laundry & Cleaner with this copy—
"YOUR CLOTHES COME HOME AS SWEET AND FRESH
AS THESE FLOWERS"

LARRY MOSS.

JUNE

20

TODAY sell

"When a Feller's Got a Friend" to a Heating Contractor with this copy—

"Where Each Customer Becomes a Friend"
RALPH BOND.

JUNE

21

TODAY sell

"When a Feller's Got a Friend" with this copy—

"A LITTLE CHILD MEANS MORE THAN A LITTLE
TIME — DRIVE CAREFULLY"

MARVIN MITCHELL.

23

TODAY sell

"Happy Bluebird Family" to a Market using this copy:

"Bluebirds for Happiness—Quality Meats for Health"

JIM HARTMAN.

JUNE

24

TODAY sell

"Be Sure You Are Right" to an Auto Supply Company with this copy—

"ALWAYS PLAY SAFE — TRADE WITH A HOUSE YOU CAN DEPEND ON"

RUDY MADDOX.

JUNE

25

TODAY sell

Auto Key Cases to a Service Station using this copy—
"Service Above Self"

BEN D. GATLIFF.

JUNE

26

TODAY sell

"I See by the Papers" to Service Station with this copy:

"We Build for Tomorrow by Our Service of Today"

H. R. MESSICK.

JUNE

27

TODAY sell

"Forever Yours" to a Florist using this copy—
"We Can Live Without Flowers, But Not So Well"
BEN BERCOVIT.

JUNE

28

TODAY sell

"Rah! Rah!" to a Cafe with this copy—
"I'm Rooting for Jay's Cafe"

M. C. ECKLAND.

ARE YOU HARVESTING THE AUTOMOTIVE FIELD?

So tremendous is this field that it's impossible to more than scratch the surface. Here are just a few of the items now being used by the automotive industry.

IGNITION KEY CASES—These inexpensive little cowhide cases costing about a dime, form an entering wedge to the automotive field. You have not only the auto dealer, but service stations, tire repair and recap concerns, battery service concerns, auto supply and accessory dealers and dealers in used cars as well as auto body builders.

Most G-B salesmen are familiar with the "HAY WIRE" presentation for auto dealers, but for the benefit of those who are not familiar with it, we'll publish it again elsewhere in this issue of REVIEW.

SAFETY FIRST CAMPAIGNS—Practically every branch of the automotive business is a good prospect for Safety First campaigns and especially for Safety Billboards for industrial distribution.

Buick, Chevrolet, Ford and Hudson dealers like to advertise the safety of their cars and are good prospects for the complete safety campaign, including Safety First key cases, Safety art mounts, hangers and indoor billboards.

CALENDARS TO THE LADIES—One Buick dealer sends a nice little deluxe art calendar to the wife of his prospective customer—usually one of those attractive little fold-over deluxe greeting calendars and he accompanies the calendar by a distribution letter like this:

Dear Madam: If it were not for the ladies, God bless them, mere man would still be riding in an ox cart with a rough plank for a seat. Just as a slight mark of our appreciation for the part that woman has played in man's refinement, we take the liberty of sending you this little calendar.

We hope you'll find a place on your wall for our calendar, where it will daily remind you of the luxury, beauty, comfort, refinement and SAFETY of the new Buick.

Please consider this a personal invitation for you and for your family and friends to call at our show rooms and ride in this great American car.

Cordially and Respectfully,
NORTHWEST BUICK COMPANY
Phone 4738

THE "HAY-WIRE" SALES PRESENTATION

Elsewhere in this issue of REVIEW we promised you we'd reprint the "Haywire" sales presentation for Ignition Key Cases.

HERE IT IS-

Gerlach-Barklow salesman enters auto dealer's showroom and begins to look over an attractive model on display; almost immediately a pleasant young man steps forward and greets the G-B man.

"Sorry," says the G-B man, "but I'm not a customer. May I see your sales manager, please?" After a short wait, the sales manager comes forward. Then the G-B man goes into action—

"Mr. Winston, I'm looking for some information; will you play for a few moments that you are the buyer and I the salesman; let us suppose you have just bought a car and I am turning over to you the keys of your car. I have your keys strung on a piece of bale wire and throw them down on the table or desk, saying 'Here's your keys.' What kind of an impression do I make?

"Or let's do it this way. I have enclosed your keys in a neat little cowhide case, and I hand the case to you, saying as I do so, 'Mr. Jones, it gives me pleasure to hand you the keys to the best all-round automobile you have ever owned. I hope that it will serve you long and well, giving to you and yours a full measure of happy and carefree service. Please remember, Mr. Jones, that our interest in you and your car does not end here, and that we are never satisfied till you are.'

"Which is YOUR method of procedure, Mr. Winston—the 'Haywire' or the Paragon key case?

"These little cases are made of fine genuine top grain cowhide and cost you only a thin dime; so you see you can afford to present them to buyers of used cars as well as to new car buyers. Can you use two hundred and fifty cases for only \$23.75?"

SOME LINES OF BUSINESS THAT NEED THE MEDIUMS WHICH YOU ARE SELLING

"THE SILVER DAWN"

"HERE PEACE AND HAPPINESS ABIDE"

FURNITURELET US MAKE THE INSIDE OF YOUR HOME AT ATTRACTIVE AS THE OUTSIDE.

COALLET US KEEP YOUR HOME FIRES BURNING.

ABSTRACTBE SURE IT'S YOUR HOME-LET US SEARCH YOUR TITLE.

"THE GUIDING HAND"

"WHEN A FELLER'S GOT A FRIEND"

GENERALWHERE EVERY CUSTOMER BECOMES A FRIEND.

BANKEVERY TIME WE MAKE A FRIEND WE GROW A LITTLE.

"HAPPY BLUEBIRD FAMILY"

DAIRYBLUEBIRDS FOR HAPPINESS, PASTEURIZED MILK FOR HEALTH.

REALTYEVEN THE BIRDS HAVE HOMES—HAVE YOU?

INSURANCEBLUEBIRDS FOR HAPPINESS, INSURANCE FOR SECURITY.

"FOREVER YOURS" "THE LIGHT OF HER EYES" "YOURS TRULY"

BANKFOR HER SAKE—SAVE.

MAKE HER GOLDEN DREAMS COME TRUE—A BANK ACCOUNT HELPS.

BEAUTY SHOP .. EVERY WOMAN HAS A RIGHT TO BE BEAUTIFUL.

FURNITUREYOU FURNISH THE GIRL, WE FURNISH THE HOME.

CLEANERPERSONAL DAINTINESS IS WOMAN'S NECESSITY.

LAUNDRYOUR SERVICE IS DEDICATED TO THE WOMEN OF OUR COMMUNITY.

FLORISTSHE'S WAITING FOR YOU TO SPEAK, SAY IT WITH FLOWERS.

"THE JOY OF LIVING" "SPRINGTIME"

AUTO DEALER FOR THE THRILL OF A LIFETIME, DRIVE THE NEW DODGE.
THE OUTDOORS CALLS AND CHEVROLET ANSWERS.

HER OWN.

FIRST BECAUSE IT'S FINEST.

REALTYFOR THE REAL JOY OF LIVING, PUT HER IN A HOME OF

"SPRINGTIME IN THE FOREST"

AUTO DEALER .. PONTIAC — STILL THE MOST BEAUTIFUL THING ON WHEELS.

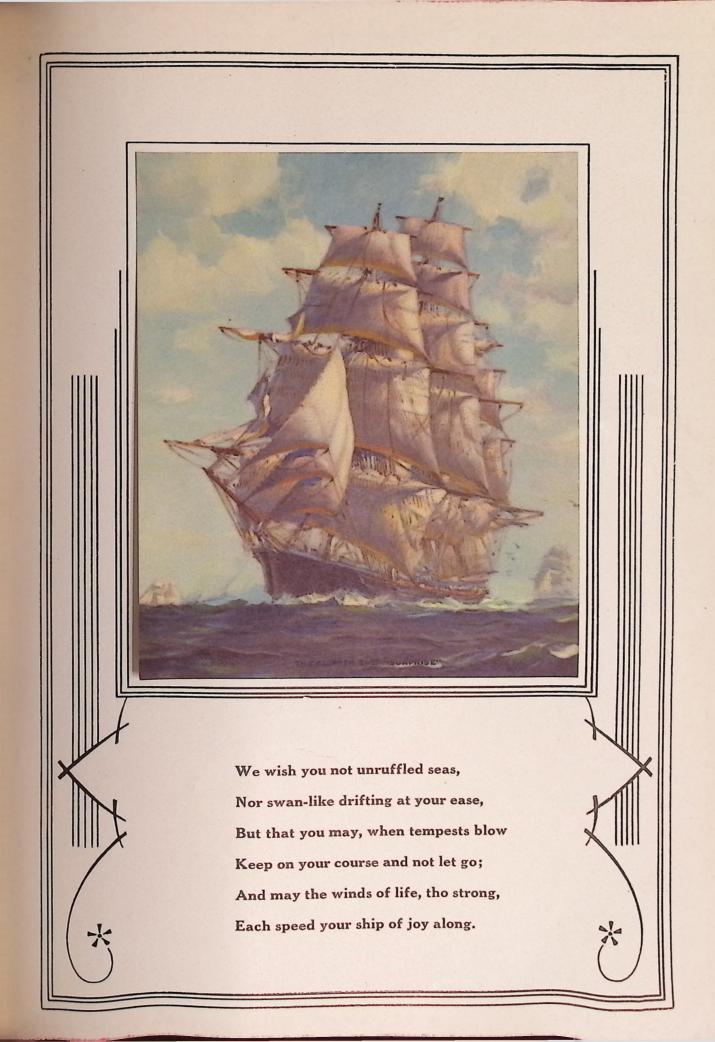
"PROUD MOTHERS"

CAFEWHEN YOU'RE OUT OUR WAY, DUCK INN.
GENERALWE'LL TRAVEL A LONG WAY TO SERVE YOU.

"STEADY"

LUMBERA DOG-GONE GOOD PLACE TO BUY LUMBER.

GENERALALWAYS ON THE ALERT TO SERVE YOU BETTER.



USE MORE EAR AND LESS TONGUE

Give your customer the center of the stage

The main thing is not to talk, but to SELL